

ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO

July 2, 2003

City Council Sacramento, California

Honorable Members in Session

**SUBJECT: NORTHERN CALIFORNIA WORLD TRADE CENTER  
PRESENTATION TO COUNCIL**

**LOCATION AND COUNCIL DISTRICT:** All Districts

**RECOMMENDATION:**

Staff recommends adoption of the attached City resolution that acknowledges and honors the Northern California World Trade Center (NCWTC) for receipt of the California Association for Local Economic Development (CALED) 2003 Award of Excellence for the Central Valley Rural Trade Initiative.

**CONTACT PERSON:** Kristan Otto, Manager, 264-7948  
Citywide Economic Development

**FOR COUNCIL MEETING OF:** July 17, 2003

**SUMMARY:**

This is a periodic report back to Council on the achievements of one of the City's major economic development partners in the region. The NCWTC continues to increase its prominence and visibility in the region's economic arena. This report will present three notable areas of achievements in the last year.

1. Description of the NCWTC's activities with City of Sacramento-based businesses.
2. Receipt of the 2003 Award of Excellence from CALED.
3. Coordinated efforts of the City of Sacramento and the NCWTC to establish an international center for international business, education, and commerce.

**COMMITTEE/COMMISSION ACTION**

None

## **BACKGROUND:**

The Northern California World Trade Center was incorporated in California in 1996. It is a non-profit 501(c) 3 organization and a licensee of the World Trade Center Association in New York City. The founding Board of Directors is comprised of representatives from California State University Sacramento, University of the Pacific, Los Rios Community College District, Pacific Gas & Electric, Pacific Bell-SBC, United Parcel Service, City of Sacramento, County of Sacramento, Sacramento County Airport System, County of Placer, and the Sacramento Metropolitan Chamber of Commerce.

## **Impacts on Local Businesses**

Since its inception, the NCWTC has made contact with and assisted over 600 companies in the City of Sacramento and a list of those companies is available from Citywide Economic Development. Their interaction can be as minor as a referral and as major as assisting in the acquisition of a foreign subsidiary. The impact of the NCWTC's efforts on businesses located in the City of Sacramento during the past year can be best demonstrated by citing three examples:

- Napa Auto Parts – Northgate Blvd: Napa was in the process of acquiring assets from another automotive company, which included a distribution and marketing office in China. The NCWTC helped assess and facilitate the acquisition of the new Chinese division. Subsequently, the NCWTC introduced to Napa to a Sacramento-based China trade expert, Mr. Eric Ryan of EC Ryan to ensure smooth operation of its new Chinese asset.
- Bali Kingdom - 5220 H Street, Sacramento: This newly formed, minority owned company had ordered products from East Asia to fill customer orders and was awaiting the arrival of the container. Complexities of international trade regulations caused the container to be detained and held by the U.S. Customs Service in Oakland, Ca. The NCWTC learned from U.S. Customs that the shipment lacked specific import paperwork and certain certifications needed for fumigation of imported wood products. The container was scheduled for return or destruction and was costing the small company hundreds of dollars per day storage. NCWTC helped Bali Kingdom complete the documents and get the container released and delivered to Sacramento in a couple of days.
- Plasmatherm Ltd., Sacramento: Citywide Economic Development introduced the Sacramento manager of this UK-owned company to the NCWTC Director regarding a concern about exporting a piece of equipment and complying with U.S. export laws. NCWTC assisted the company by helping complete the application and reviewing the export regulations to ensure the equipment was exported without problems.

In addition, due to their continuing global trade work and use of NCWTC programs and contacts, EC Ryan International and Pro Tech International relocated to Sacramento from Woodland and Davis. These two firms employ 12 persons.

Another contribution to our local economy, although difficult to assess, is the training and business opportunities provided to our local companies. Attachment 1 lists International Trade Events conducted by the NCWTC in fiscal year 2002-03.

The NCWTC has also created several prestigious events that bring the global community to our doorstep. The Annual Capital City Consular Corps luncheon has grown from its inaugural 1998 event with 25 Consuls General and 20 countries with an audience of 174 to the 2003 event, hosted at the Memorial Auditorium, with 109 Foreign Diplomats including 4 Ambassadors, representing 58 countries and an audience of over 500.

### **California Association for Economic Development Award**

#### *2003 Award of Excellence – Central Valley Rural Trade Initiative (CVRTI)*

The City of Sacramento sponsored the nomination of the NCWTC to receive this Award of Excellence to demonstrate and publicize the City's role as the center of the agriculturally based economies in the region.

The Central Valley Rural Trade Initiative, designed by the NCWTC, provides export assistance, training and market development programs to small, minority and women-owned and operated firms located in unincorporated areas and incorporated rural communities of less than 50,000 people. Through funding for this initiative provided by the Rural Development Project, in the first 6 months this initiative has provided export training, export business counseling & trade services to over 200 businesses in the targeted region.

At the conclusion of the three phases of this program, the NCWTC will have created a minimum of 90 new jobs in the targeted rural communities through increased exports generated during the grant period amounting to over \$9,000,000. Although this does not directly benefit the City of Sacramento, it creates a vibrant regional economy of which the City is the center and indirectly creates opportunities to our local businesses.

### **Looking to the Future**

The NCWTC has also created new interest for our private sector developers. Strategic business destinations and buildings are important to business recruitment and retention. The NCWTC has been actively working with developers and landowners to create a building or location highlighting the global growth of our community - a location where global trade can be conducted daily and which will house companies that provide global business opportunities to our local companies and business leaders. Citywide Economic Development, in partnership with the NCWTC, California State University Sacramento, and the Metropolitan Chamber of Commerce is examining the possibility of developing a commerce area that will encompass the many aspects of international trade.

### **FINANCIAL CONSIDERATIONS:**

To develop revenue, the NCWTC actively applies for grants, provides fees for service, and recruits new members. This year the Board of Directors will be asking its founding

members to make annual financial contributions. Citywide Economic Development will participate in the discussion and return to the Council to seek further direction.

**POLICY CONSIDERATIONS:**

The recommendations of this staff report are consistent with the following goals of the 2001-2004 City of Sacramento Strategic Plan:

- "Establish and strengthen community and regional partnerships to enhance the quality of life."
- "Retain, attract and develop a highly qualified and diverse City workforce and implement organizational improvements."

In addition, Strategy 5 of the Economic Development Strategy, as adopted by Council in April 2000, is to:

- "Position the City of Sacramento to effectively compete in regional, national and international markets."

Implementation actions include:

1. Identify the products and services that are projected to be in most demand in the next five years within the world's fastest growing economies.
2. Work with the Northern California World Trade Center to prepare companies to enter the national and global marketplace for these rapidly expanding economies.
3. Assist in the establishment of a headquarters for the Northern California World Trade Center in the City of Sacramento.
4. Recognize the importance of the business climate in efforts to encourage the expansion of regional, national and international trade in Sacramento and the region. Consider support of programs to open up new markets, especially export opportunities for goods and services and the transportation of goods through the region. Also, consider support of programs to improve and maintain international cooperation. Examples of programs include industry-specific international trade fairs and export trade linkages for homegrown businesses.
5. Identify opportunities for expansion of import/export activities as well as new investment as part of the City of Sacramento's business expansion and retention program survey of existing businesses.
6. Support the efforts and work closely with the State of California, Northern California World Trade Center, Sacramento Area Commerce & Trade Organization, etc. in the attraction of foreign capital and business growth to the City of Sacramento.
7. Seek to include the monitoring and advocacy of state and federal legislative proposals that impact the ability of rapidly expanding foreign markets to continue developing, in accordance with annual priorities of the City of Sacramento's legislative program.

**ENVIRONMENTAL CONSIDERATIONS:**

The recommended action is not a project in accordance with the California Quality Act (CEQA) and therefore does not require environmental review.

**ESBD CONSIDERATIONS:**

As no good or services are being purchased, ESBD considerations do not apply.

Respectively submitted,

Approved



Kristan Otto, Manager  
Citywide Economic Development



Betty Masuoka  
Assistant City Manager

RECOMMENDATION APPROVED

  
aw/ ROBERT P THOMAS  
City Manager

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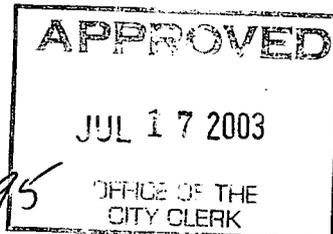
Attachment 1 – NCWTC Events, pgs. 6-7  
Resolution, p. 8

## ATTACHMENT 1

### Northern California World Trade Center 2002-2003 Sacramento Based International Trade Events

1. Hosted a reverse Renewable Energy Buyers Trade Mission for 30 business officials from South Asia. Organized one-on-one matchmaker session with California's renewable energy companies. 20 Central Valley Companies were present at the matchmaker session.
2. The NCWTC and Office of International Programs, California State University, Sacramento hosted a delegation of 15 business officials visiting Sacramento from Jiangsu, China. NCWTC designed Economic Development and International law forums for the delegation.
3. Hosted a Delegation of 16 high-ranking officials from Italy exploring collaboration between Italy and California research centers and enterprises in the biotechnology and technology industries.
4. Hosted the Bulgarian Ambassador to the United States, Elena Poptodorava, in furtherance of her efforts to strengthen and expand trade cooperation between Northern California and Bulgaria.
5. The NCWTC and California State University Sacramento hosted the Hungarian Ambassador to the United States, Andras Simonyi. He addressed a crowd of over 200 to discuss the relationship between the U.S. and Europe.
6. Hosted South Korean business delegated on a Buying Mission to California. The Korean companies were interested in purchasing electronic product, machinery, chemical, agriculture and raw materials from California companies. Scheduled one-on-one meetings with over 50 California business owners wishing to trade with South Korean companies.
7. Hosted a Delegation through the Cochran Fellowship Program of 14 private business owners, industry associates representatives and government officials from the Republic of Ghana, West Africa. There were exploring business opportunities in the agricultural and food processing sectors.
8. The NCWTC hosted a delegation of restaurant owners and managers from Jamaica under contract with USDA Cochran Fellowship Program. The delegates were interested in learning more about food service and the fresh produce in Northern California available for export.
9. Hosted Trade Mission of 8 Chilean entrepreneurs interested in meeting with producers of modular home in California.

10. The NCWTC co-host with California State University, Sacramento an International Business and Cultural Reception with representatives of the Chinese Executive Management Leaders from the Guangdong Province. Provided Sacramento companies with business networking and relationship building opportunities with the most prosperous region in China.
11. Co-Hosted luncheon with the California Chamber of Commerce for Andres Bianchi, Ambassador of Chile to the United States. Topic: US-Chile Free Trade Agreement. Attendance: 150.
12. The NCWTC's Fourth International Business Mixer boasted an attendance of over 300 business and civic leaders. This event has become the premier networking opportunity for Northern California and the Central Valley's international trade business community.
13. Videoconferencing Event Series: Provides local business with the rare opportunity to connect live via videoconferencing with US Foreign Commercial Service representatives and industry sector specialist stationed around the world. Helps local companies learn about the latest trade and investment opportunities that exist abroad. To date the NCTWC has connected live with the following countries, Egypt, Spain, Chile, Philippines, China, Eastern Europe, Africa, Singapore and Brazil.
14. The Sacramento Council for International Visitors (SCIV is now co-located with NCWTC. We anticipate working with their organization in the hosting of at least 30 incoming foreign delegations. Which are organized by the U.S. State Department of Internal Visitors, Bureau of Education and Cultural Affairs.
15. International Trade Financing Business Roundtable: Helped 35 local business executives learn about the latest international financing, investment, and loan guarantee programs available through local banks and state and federal agencies.
16. Sixth Annual Capital City Consular Corps Luncheon: This year's event was the largest ever boasting an attendance of over 550. This included three Ambassadors and 92 California based diplomats representing 56 countries. This event is California's premier international networking event providing a bridge between local business and official representatives from all over the world.
17. The NCWTC in partnership with its founder CSUS hosted the Hungarian Ambassador to the United States for meetings with local officials, business leaders and a speaking engagement at the University.



**RESOLUTION NO. 2003-495**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION OF THE CITY OF SACRAMENTO  
THAT ACKNOWLEDGES AND HONORS THE NORTHERN CALIFORNIA WORLD  
TRADE CENTER FOR THE CALIFORNIA ASSOCIATION OF LOCAL ECONOMIC  
DEVELOPERS (CALED) 2003 AWARD OF EXCELLENCE FOR THE CENTRAL  
VALLEY RURAL TRADE INITIATIVE.**

**WHEREAS:**

- The mission of the Northern California World Trade Center (NCWTC) is to promote international trade in the Sacramento Region.
- The vision of the Northern California World Trade Center is to create access to worldwide markets for Small and Medium-Sized Enterprises in Sacramento by increasing business potential and global competitiveness.
- The NCWTC provides advanced training and education in international trade and provides business contacts matchmaking and international trade services
- The NCWTC identifies contacts and attracts international business visitors and delegations to the Sacramento Region.
- The NCWTC promotes the goods and services of Sacramento businesses to over 160 U.S. embassies, Dept of Commerce and Agricultural Foreign Service offices globally.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF  
SACRAMENTO THAT:**

1. The Northern California World Trade Center is hereby recognized and honored by the City of Sacramento for being awarded the California Association for Local Economic Development (CALED) 2003 Award of Excellence for the Central Valley Rural Trade Initiative.